

Kevin V. Doell

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Profile

Seasoned, creative professional with experience in all facets of communications and public affairs to include: Web development, employee and customer communications, media relations, and executive presentations. Prior-service Army officer with strong background in management, leadership and organizational performance.

Experience Overview

NCI Information Systems, Inc. in support of PM Soldier Weapons, PEO Soldier, U.S. Army

A leading provider of professional services and solutions to U.S. Federal Government agencies.

Picatinny Arsenal, N.J., Sep. 2009 – Present

Public Affairs Specialist — Sep. 2009 – Present

- ♦ Manage and implement public affairs programs for Program Manager Soldier Weapons, the Army agency responsible for the development, acquisition and support of individual and crew-served weapons – from the M4 carbine to the M2 machine gun
- ♦ Execute strategic communications plan and social media strategy to position leadership team as the authoritative source on U.S. Army soldier weapons
- ♦ Write and edit communication products to include, articles, social media posts, fact sheets, reference works, and information papers slated for top DoD officials
- ♦ Execute media outreach campaigns. Placements to date: ABC, BBC, CBS, CNN, FOX, NBC, *Time*, *Popular Science*, *Stars and Stripes*, Army.mil, regional dailies, and industry outlets
- ♦ Conduct senior leadership media training and issues prep for Pentagon media round tables, journalist interviews, and podcast programming
- ♦ Conduct outreach and education at public exhibits and industry trade conferences

Realogy Corporation: The world's largest real estate franchisor and manager of the *CENTURY 21®* and *Coldwell Banker®* brands. *Parsippany, N.J., Jul. 2004 – Dec. 2008*

Senior Director, Corporate Communications and Public Relations, Better Homes and Gardens Real Estate LLC — Nov. 2007 – Dec. 2008

- ♦ Designed and implemented all communications and public relations programs for a new international real estate franchise launched in July 2008
- ♦ Crafted C-level executive speeches, presentations and correspondence
- ♦ Created and implemented company environmental responsibility strategy
- ♦ Developed online brand presence through launch of award-winning Web site, BHGrealestate.com, and company social media platform BHGrealestateblog.com
- ♦ Managed agency relationships for strategic marketing and PR initiatives

Senior Director, Realogy Corporate Communications — Jun. 2007 – Nov. 2007

Director, Realogy Corporate Communications — Mar. 2006 – Jun. 2007

- ♦ Managed the design, development, launch and maintenance of Realogy.com on the occasion of Realogy's listing on the New York Stock Exchange
- ♦ Implemented marketing communications programs for the Realogy Franchise Group; provided editorial oversight for all Realogy brand news releases
- ♦ Crafted C-level executive speeches, presentations and correspondence
- ♦ Orchestrated major employee events and tradeshow participation

Senior Manager, Realogy Communications and Public Affairs —

Jul. 2004 – Feb. 2006

- ♦ Conceptualized, wrote and published newsletter for 15,000 employees
- ♦ Produced, filmed and edited company video projects
- ♦ Implemented government relations communications initiatives

U.S. Army: recalled for Operation Iraqi Freedom

U.S. Army Central Command, Joint Intelligence Center, Tampa, Fla.

Intelligence Officer, Captain — *Jul. 2002 – Jul. 2003*

- ◆ Provided timely, accurate and complete top secret intelligence briefings to the senior intelligence flag officer for General Tommy Franks, Commander, US CENTCOM, during the combat phase of Operation Iraqi Freedom,
- ◆ Led team of 20 intelligence professionals in the synthesis, analysis and dissemination of critical intelligence on the composition and disposition of Iraqi ground forces; Received Joint Service Commendation Medal for Meritorious Service

United Water Suez: Provider of water services to seven million people in the U.S.

Harrington Park, N.J., 1996-2002

Manager - Media Relations — *May 2000 – Jul. 2002*

- ◆ Directed communications programs targeted at media, consumers and public
- ◆ Conducted crisis communications for public water outages and post 9/11 terrorism scare; maintained day-to-day communications with media
- ◆ Managed customer advisory panel activities; surveyed consumer attitudes/needs
- ◆ Orchestrated companywide teambuilding initiatives and work-life programs
- ◆ Planned, organized and orchestrated management conferences and workshops

Publications Editor — *May 1998 – May 2000*

- ◆ Developed and implemented communication plans targeted at employees and customers
- ◆ Managed budget for print communications and negotiated vendor contracts
- ◆ Wrote and produced quarterly bill inserts for more than 250,000 customers
- ◆ Developed and launched company intranet site

Multimedia Designer — *Sep. 1996 – May 1998*

- ◆ Managed graphics design and production for all communication pieces
- ◆ Served as resource for corporate brand identity standards

U.S. Army: Active Duty Military Intelligence Officer, 201st Military Intelligence Brigade (MI BDE).

Fort Lewis, Wash., 1992-1995

S-3 Staff Operations Officer, HHD, 201st MI BDE, Nov. 1994 – Apr. 1995

- ◆ Represented commander of a 2,000-man military intelligence brigade to higher headquarters
- ◆ Synthesized monthly reports detailing the status of unit readiness in the areas of training, personnel, equipment, and supplies

Executive Officer, HHD, 201st MI BDE, Oct. 1993 – Nov. 1994

- ◆ Served as second in command of 80-member military intelligence headquarters
- ◆ Prepared and briefed detailed planning documents for unit field exercises and troop movements; wrote and implemented unit equipment maintenance program

Education

New York University, Graduate School of Arts and Sciences, New York, N.Y.:

M.A., Humanities and Social Thought

Rutgers University, New Brunswick, N.J.: *B.A., English; Army ROTC*

U.S. Army Intelligence Center Officer Basic Course, Fort Huachuca, Ariz.

New York University – SCPS, New York, N.Y.: *Certificate in Film Production*

Associations

Blairstown Township Planning Board. Chairman, Township Environmental Commission